

**IN THE CLAIMS:**

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17-27. (Withdrawn and Canceled)

28. (Canceled)

29-31. (Withdrawn and Canceled)

32. (Canceled)

33-35. (Withdrawn and Canceled)

36. (Canceled)

37-38. (Withdrawn and Canceled)

39. (Canceled)

40. (Withdrawn and Canceled)

41. (Currently Amended) A process, utilizing a central computer comprising one or more multiple coordinated computers linked for communication with buyers or vendors located at widely distributed locations, for controlling buyer and vendor communication via public data communication links, comprising the steps of:

notifying, via the central computer, one or more buyers, at personal computers with video capability utilized by the buyers, regarding an offer from a vendor, ~~via the public data communication links, which include high speed digital lines,~~

interfacing one or more buyers, ~~via an on-line computer service utilizing the public data communication links,~~ via control by the central computer, with a vendor site associated with the vendor, wherein the central computer provides to receive a presentation including video data and text data relating to the offer from the vendor to the buyers at the buyer personal computers, the video data including high resolution video including freeze frame images, the buyers having a capability using a mouse associated with the personal computers to manipulate the video data;

receiving at the vendor site, via control by the central computer, identification data from the buyers, wherein the identification data is verified before the one or more buyers receive at least a portion of the presentation at the buyer personal computers; and

following a transaction between the buyers and the vendor relating to the offer, facilitating communication by the vendor communicates with the buyer regarding the transaction via electronic mail sent via the on-line computer service under control of the central computer.

42. (Canceled)

43. (Canceled)

44. (Previously Presented) A process according to claim 41, wherein the video data includes dynamic video.

45. (Previously Presented) A process according to claim 41, further comprising the step of:

receiving at the vendor site, an indication from the buyer of the maximum amount that a buyer is willing to pay for the offer.

46. (Canceled)

47. (Canceled)

48. (Canceled)

49. (Canceled)

50. (Currently Amended) A process according to claim 41, wherein the mouse is used by the buyers to perform a zoom or pan operation.

51. (Currently Amended) A process according to claim 41, wherein the buyers or vendors at the widely distributed locations have the capability to route calls to each other, the mouse is used by the buyers to perform a pan operation.

52. (Previously Presented) A process according to claim 41, wherein the video data further comprises voice data.

53. (Currently Amended) A process according to claim 41, wherein the identification data ~~comprises~~ includes a check digit.

54. (Previously Presented) A process according to claim 41, wherein the step of notifying further comprises the step of downloading data relating to the offer on the buyer's personal computer.

55. (Previously Presented) A process according to claim 41, wherein the step of notifying is accomplished by email.

56. (Canceled)

57. (Previously Presented) A process according to claim 41, wherein the step of notifying is accomplished by facsimile.

58-60. (Withdrawn and Canceled)

59. (Withdrawn and Canceled)

61. (Canceled)

62-65. (Withdrawn and Canceled)

66. (Canceled)

67-71. (Withdrawn and Canceled)

72-74. (Withdrawn and Canceled)

75. (Canceled)

76. (Withdrawn and Canceled)

77. (Canceled)

78-82. (Withdrawn and Canceled)

83. (Canceled)

84. (Withdrawn and Canceled)

85. (Currently Amended) A method, utilizing a central computer comprising one or more multiple coordinated computers linked for communication with buyers or vendors located at widely distributed locations, for exchanging communications between buyers and vendors via ~~the~~ a public communication system utilizing digital lines, comprising the steps of:

interfacing buyers utilizing personal computers with video capability ~~via an on-line computer service~~ with at least one data site, ~~said the~~ the data site storing data for a plurality of one or more vendors;

receiving at the data site, request data from the buyers via the central computer, the request data entered by the buyers to indicate an area of interest concerning merchandise or a service, the request data also including an indication of the maximum amount the buyers are willing to pay for the select merchandise or service;

receiving identification data provided by the buyers from the personal computers, via the central computer, at the data site;

using at least part of the request data to selectively obtain data from the data site responsive to the request data from the buyers;

providing, under control of the central computer, certain data from data stored at the data site to the buyers at the personal computers including high resolution still image data and graphic data including text data for viewing by the buyers before making a purchase, the data previously obtained from a source relating to the one or more vendors and stored at the data site; and

also storing via the central computer ~~for use by the data site~~, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers.

86. (Previously Presented) A method according to claim 85, wherein the identification data contains a check digit.

87. (Canceled)

88-89. (Withdrawn and Canceled)

90-96. (Withdrawn and Canceled)

97. (Currently Amended) A process according to claim 41, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

98. (Currently Amended) A process according to claim 41, further comprising the step of:

providing a ~~peripheral control~~ device associated with the personal ~~computer computers~~ configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture one or more of the video images and transmit a captured video ~~image images~~ to another remote terminal.

99-107. (Withdrawn and Canceled)

108. (Currently Amended) A method according to claim 85, further comprising the step of:

providing access to various different memory sites associated with the vendor sites one or more vendors during the course of an interface between buyers and the one or more vendors based on the area of interest data.

109. (Currently Amended) A method according to claim 85, further comprising the step of:

providing a ~~peripheral control~~ device associated with the personal ~~computer computers~~ configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

110-113. (Withdrawn and Canceled)

114. (Currently Amended) A method for directing and exchanging on-line ~~and off-line~~ communications under control of a ~~communication~~ control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing buyers at a plurality of remote locations using personal computers with video capability, with one or more vendor locations with a capability to electronically communicate, under control of one or more of multiple coordinated ~~communication~~ control systems located at one or more plural sites to facilitate interactive data sharing, through a ~~public~~ communication network ~~system via an on-line computer service~~, comprising the steps of:

interfacing at least certain buyers with at least one of the multiple coordinated ~~communication~~ control systems to communicate with one or more widely distributed vendor locations; ~~via digital lines of the public communication system~~;

receiving request data from the buyers, at the at least one ~~communication~~ control system, the request data entered by the buyers to indicate an area of interest indicative of a particular merchandise or service;

receiving identification data for the originating remote video terminals ~~provided by the public communication system or from~~ for at least one of the buyers ~~at via the at least one communication control system~~ when the buyer is in communication with a vendor location;

storing at least a part of the request data from the buyers at the ~~communication~~ control system and using at least a part of the request data to selectively obtain proposed data from one or more of the vendor locations responsive to the request data provided by the buyers;

providing access concurrently by the buyers under control of the ~~communication~~ control system to a video memory device for conveying one or more video images including at least high resolution freeze frame images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously

obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing at the ~~communication~~ control system or a site associated with the ~~communication~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by buyers while the buyers are interfaced with the vendor location or locations under control of the ~~communication~~ control system;

electronically transmitting data relating to the transaction initiated including a number identifying the transaction, after the buyer has terminated an interface with the vendor locations; and

downloading additional data relating to the area of interest to the personal computer of the buyer by subsequent electronic communication, after the interface between the buyer and the ~~communication~~ control system is terminated.

115. (Previously Presented) A method according to claim 114, wherein access to the video data is provided according to a priority status.

116. (Previously Presented) A method according to claim 114, wherein access is provided in accordance with a rotational order.

117. (Previously Presented) A method according to claim 114, wherein access is provided in accordance with a random order.

118. (Previously Presented) A method according to claim 114, wherein the identification data includes data provided by the buyers.

119. (Currently Amended) A method according to claim 114, wherein the identification data includes automatic identification data provided for the remote terminal by the communication network.



120. (Previously Presented) A method according to claim 114, wherein automatic identification data includes ANI.

121. (Currently Amended) A method according to claim 114, further comprising the step of:

providing access to various different memory sites associated with ~~the~~ vendor location sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

122. (Currently Amended) A method according to claim 114, further comprising the step of:

providing a peripheral control device associated with the personal ~~computer~~ computers configured to enable buyers to manipulate the peripheral control device and to capture at least one of the video images and to transmit a captured video image to another remote terminal.

123. (Currently Amended) A method for directing and exchanging on-line ~~and off-line~~ communications under control of a ~~traffic~~ control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the ~~traffic~~ control system comprising one or more multiple coordinated computers, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system ~~via an on-line computer service~~, comprising the steps of:

interfacing the buyers with the ~~traffic~~ control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the ~~traffic~~ control system via digital lines of the public communication system;

receiving request data from the buyers, at the ~~traffic~~ control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote video terminals at via the traffic control system when the buyer are in communication with the one or more vendors;

storing at least a part of the request data from the buyers at the ~~traffic~~ control system and using at least a part of it to selectively obtain proposed data from the ~~vendor~~ one or more vendors responsive to the buyers' request data;

providing access concurrently by the buyers under control of the ~~traffic~~ control system to a video memory for conveying one or more high resolution video images and text data related to the video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the ~~traffic~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers;

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the ~~traffic~~ control system is terminated including a number identifying the transaction; and

facilitating access by the buyers to various different vendors under control of the ~~traffic~~ control system while interfaced.

124. (Previously Presented) A method according to claim 123, wherein each vendor has its own video storage device for storing video data.

125. (Currently Amended) A method according to claim 123, wherein certain vendors are accorded a priority status under control of ~~traffic~~ the control system.

126. (Previously Presented) A method according to claim 123, wherein buyers are provided access to the video data according to a priority status.

127. (Previously Presented) A method according to claim 123, wherein access is provided in accordance with a rotational order.

128. (Previously Presented) A method according to claim 123, wherein access is provided in accordance with a random order.

129. (Currently Amended) A method according to claim 123, further comprising the step of:

providing access to various different memory sites associated with ~~the vendor sites~~ one or more during the course of an interface between buyers and ~~the~~ one or more vendors based on the area of interest data.

130. (Currently Amended) A method according to claim 123, further comprising the step of:

providing a ~~peripheral control~~ device associated with the personal ~~computer computers~~ configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

131. (Currently Amended) A method according to claim 123, further comprising a step of:

storing via wherein the traffic control system ~~also stores~~ a log of the buyers, the identification data of the buyers, and the area of interest provided by the buyers.

132. (Currently Amended) A method for directing and exchanging on-line ~~and off-line~~ communications under control of a ~~traffic central~~ control system comprising one or more multiple coordinated computers to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the ~~traffic~~ control system, buyers at a plurality of remote locations using personal computers with video

capability, with one or more vendors with a capability to electronically communicate through a ~~public communication system network via an on-line computer service~~, comprising the steps of:

registering the buyers and vendors with the ~~traffic~~ central control system prior to facilitating at least certain electronic communications;

interfacing the buyers with the ~~traffic~~ control system in communication with one or more vendors, through the ~~public communication network system~~ wherein at least certain buyers electronically communicate with the ~~traffic~~ control system ~~via digital lines of the public communication system~~;

receiving request data from the buyers, at the ~~traffic~~ central control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided from the originating personal computers with video capability ~~remote video terminals at the~~ ~~traffic~~ control system;

storing at least a part of the request data from the buyers ~~at via the~~ ~~traffic~~ control system and using at least a part of it to selectively obtain proposed data from the one or more vendors ~~vendor~~ responsive to the buyers' request data;

providing access concurrently by the buyers under control of the ~~traffic~~ control system to a video memory for conveying one or more video images isolated as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the ~~traffic~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting by electronic mail, data relating to the transaction including a number identifying the transaction, ~~initiated~~ after an interface between the interfaced buyer and the ~~traffic~~ control system is terminated ~~including a number identifying the transaction~~.

133. (Currently Amended) A method according to claim 132, wherein ~~buyers~~ buyer access is provided to the ~~video data~~ one or more video data according to a priority status.

134. (Currently Amended) A method according to claim 132, wherein ~~buyers~~ buyer access is provided in accordance with a rotational order.

135. (Currently Amended) A method according to claim 132, wherein ~~buyers~~ buyer access is provided in accordance with a random order.

136. (Previously Presented) A method according to claim 132, wherein the identification data includes data provided by the buyers.

137. (Currently Amended) A method according to claim 132, wherein the identification data includes automatic identification data provided by the ~~public~~ communication network system.

138. (Currently Amended) A process according to claim 132, further comprising the step of:

providing access to various different memory sites associated with the ~~vendor sites~~ one or more vendors during the course of an interface between buyers and one or more vendors based on the area of interest data.

139. (Currently Amended) A process according to claim 132, further comprising the step of:

providing a ~~peripheral control~~ device associated with the personal ~~computer computers~~ configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

140. (Currently Amended) A method for directing and exchanging on-line and off-line communications under control of a ~~traffic central~~ control system comprising one or more multiple coordinated computers to accomplish transactions that relate to merchandise or a service

available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system network via an on-line computer service, comprising the steps of:

registering the buyers or vendors or both with via the traffic central control system prior to facilitating electronic communications wherein the buyers or the vendors or both provide data to facilitate subsequent electronic communications;

designating an originating terminal identification number for use in subsequent electronic communications;

interfacing the buyers with the traffic central control system to communicate in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

receiving request data from the buyers, via at the traffic central control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computer remote video terminals via at the traffic central control system when the buyers are interfaced with the one or more vendors;

storing at least a part of the request data from the buyers at the traffic central control system and using at least a part of it to selectively obtain proposed data from the one or more vendors responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic central control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the traffic central control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the ~~traffic~~ central control system is terminated including a number identifying the transaction.

141. (Currently Amended) A method according to claim 140, wherein buyers are provided access to the video data images according to a priority status.

142. (Currently Amended) A method according to claim 140, wherein buyer ~~buyers~~ access is provided in accordance with a rotational order.

143. (Currently Amended) A method according to claim 140, wherein buyer ~~buyers~~ access is provided in accordance with a random order.

144. (Previously Presented) A method according to claim 140, wherein the step of receiving request data further includes receiving an item number.

145. (Currently Amended) A method according to claim 140, further comprising the step of:

providing access to various different memory sites associated with the one or more vendors ~~vendor sites~~ during the course of an interface between buyers and the one or more vendors based on the area of interest data.

146. (Currently Amended) A process according to claim 140, further comprising the step of:

providing a peripheral control device associated with the personal computer computers configured to enable buyers to manipulate the peripheral control device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

147. (Currently Amended) A method for directing and exchanging on-line ~~and off-line~~ communications under control of a ~~traffic~~ central control system comprising one or more multiple coordinated computers to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the ~~traffic~~ central control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a ~~public communication system~~ network ~~via an on-line computer service~~, comprising the steps of:

interfacing the buyers with the ~~traffic~~ central control system in communication with one or more vendors, through the ~~public communication system~~ network wherein at least certain buyers electronically communicate with the ~~traffic~~ control system ~~via digital lines of the public communication system~~;

receiving request data from the buyers, at the ~~traffic~~ control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computers remote video terminals at ~~via~~ the ~~traffic~~ control system when the buyers are in communication with the one or more vendors;

storing at least a part of the request data from the buyers at the ~~traffic~~ control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

checking the identification data provided by the buyers before providing at least some access concurrently by the buyers under control of the ~~traffic~~ control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the ~~traffic~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and



electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the ~~traffic~~ control system is terminated including a number identifying the transaction.

148. (Currently Amended) A method according to claim 147, further comprising the step of:

providing access to various different memory sites associated with the one or more vendors ~~vendor sites~~ during the course of an interface between buyers and the one or more vendors based on the area of interest data.

149. (Currently Amended) A method according to claim 147, further comprising the step of:

providing a ~~peripheral~~ control device associated with the personal ~~computer~~ computers configured to enable buyers to manipulate the ~~peripheral~~ control device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

150. (Currently Amended) A method for directing and exchanging on-line ~~and off-line~~ communications under control of a ~~traffic~~ control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the ~~traffic~~ control system comprising one or more multiple coordinated computers, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system ~~via an on-line computer service~~, comprising the steps of:

interfacing the buyers with the ~~traffic~~ control system in communication with one or more vendors, through the public communication system ~~wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;~~

receiving request data from the buyers, at the ~~traffic~~ control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computer remote video terminals at via the ~~traffic~~ control system;

storing at least a part of the request data from the buyers at via the ~~traffic~~ control system and using at least a part of it to selectively obtain proposed data from the one or more vendors responsive to the buyers' request data;

providing access concurrently by the buyers under control of the ~~traffic~~ control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the ~~traffic~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers;

electronically transmitting data relating to the transaction including a number identifying the transaction ~~initiated~~ after an interface between the interfaced buyer and the ~~traffic~~ control system is terminated including a number identifying the transaction; and

providing an additional identification number relating to the merchandise code ~~that further identifies a transaction to the buyer~~ following the receipt of the request data from the buyers.

151. (Currently Amended) A method according to claim 150, wherein in addition to transmitting an identification number, also transmitting additional data relating to a the merchandise code number.

152. (Currently Amended) A method according to claim 150, further comprising the step of:

providing access to various different memory sites associated with the one or more vendors ~~vendor sites~~ during the course of an interface between buyers and the one or more vendors based on the area of interest data.

153. (Currently Amended) A method according to claim 150, further comprising the step of:

providing a peripheral control device associated with the personal ~~computer~~ computers configured to enable buyers to manipulate the peripheral control device and to captures at least one of the video images and transmit a captured video image to another remote terminal.

154. (Currently Amended) A method for directing and exchanging on-line ~~and off line~~ communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system comprising one or more multiple coordinated computers, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication network system via an on-line computer service, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system ~~via digital lines of the public communication system~~;

receiving request data from the buyers, at the traffic control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computers ~~remote video terminals at~~ via the traffic control system;

storing at least a part of the request data from the buyers at via the traffic control system and using at least a part of it via the central computer to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the ~~traffic~~ control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the ~~stored video data~~ images including stored dynamic video or stored high resolution still image via a ~~peripheral control~~ device ~~such as a mouse~~;

also storing via the ~~traffic~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the ~~traffic~~ control system is terminated.

155. (Currently Amended) A method according to claim 154, wherein buyers are provided access to the video ~~data~~ images according to a priority status.

156. (Currently Amended) A method according to claim 154, wherein ~~buyers~~ buyer access is provided in accordance with a rotational order.

157. (Currently Amended) A method according to claim 154, wherein ~~buyers~~ buyer access is provided in accordance with a random order.

158. (Previously Presented) A method according to claim 154, wherein the record of charges is maintained and provided upon request.

159. (Currently Amended) A method according to claim 154, further comprising the step of:

providing access to various different memory sites associated with the ~~vendor~~ sites one or more vendors during the course of an interface between buyers and the one or more vendors based on the area of interest data.

160. (Currently Amended) A method according to claim 154, further comprising the step of:

providing a peripheral control device associated with the personal computer computers configured to enable buyers to manipulate the peripheral control device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

161. (Currently Amended) A method for directing and exchanging on-line ~~and off-line~~ communications under control of a traffic control system comprising one or more multiple coordinated computers to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system ~~wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;~~

receiving request data from the buyers, at via the traffic control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote ~~video terminals~~ location at via the traffic control system;

storing at least a part of the request data from the buyers at via the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for ~~conveying~~ providing one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers,

the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the stored video images ~~data including stored dynamic video~~ via a peripheral control device ~~such as a mouse~~; and

electronically transmitting data relating to the transaction including a number identifying the transaction ~~initiated~~ after an interface between the interfaced buyer and the ~~traffic~~ control system is terminated ~~including a number identifying the transaction~~.

162. (Currently Amended) A method according to claim 161, further comprising the step of:

also storing via the ~~traffic~~ control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers.

163. (Previously Presented) A method according to claim 161, further comprising the step of:

providing access to various different memory sites associated with the ~~vendor sites~~ one or more vendors during the course of an interface between buyers and the one or more vendors based on the area of interest data.

164. (Currently Amended) A method according to claim 161, further comprising the step of:

providing a peripheral control device associated with the personal ~~computer~~ computers configured to enable buyers to manipulate the peripheral control device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

165. (Currently Amended) A method for directing and exchanging on-line ~~and~~ subsequent off-line communications under control of a ~~communication~~ control system comprising one or more multiple coordinated computers to accomplish communications that relate to merchandise or a service, the method involving selective interfacing of buyers at a

plurality of remote locations using remote terminals with video capability, with one or more vendor sites with a capability to electronically communicate, under control of the ~~communication~~ control system, through a public communication system ~~via an on-line computer service~~, the ~~communication~~ control system comprising one or more of multiple coordinated communication control systems located at one or more plural sites, the method comprising the steps of:

interfacing at least certain buyers with the ~~communication~~ control system to communicate with one or more widely distributed vendor sites, ~~via digital lines of the public communication system~~;

receiving request data from the buyers at the ~~communication~~ control system, the request data entered by the buyers to indicate an area of interest on a particular merchandise or service;

receiving identification data provided by buyers from the remote ~~video~~ terminals ~~at via~~ the ~~communication~~ control system;

storing at least a part of the request data from at least one of the certain buyers ~~at via~~ the ~~communication~~ control system and using at least a part of the request data to selectively obtain proposed data from the one or more vendor sites responsive to the buyers' request data, the ~~communication~~ control system providing the proposed data from the vendor sites to the buyers in accordance with at least certain stored priority designations previously accorded to the vendors and executed by the ~~communication~~ control system;

providing access concurrently by the buyers under control of the ~~communication~~ control system to a video memory wherein the video memory is configured to ~~convey~~ provide video data including dynamic video images or high resolution freeze frames or both as part of the proposed data relating to the area of interest indicated by the buyers, the dynamic video images or high resolution freeze frames or both previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers; and

providing a ~~peripheral control~~ device associated with the personal computer configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture at

least one of the video images and transmit a captured video image to another remote terminal.

166. (Previously Presented) A method according to claim 165, wherein buyers are provided access to the video data according to a priority status.

167. (Currently Amended) A method according to claim 165, wherein ~~buyers~~ buyer access is provided in accordance with a rotational order.

168. (Currently Amended) A method according to claim 165, wherein ~~buyers~~ buyer access is provided in accordance with a random order.

169. (Previously Presented) A method according to claim 165, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

170. (Previously Presented) A method according to claim 165, further comprising the step of:

assigning PIN numbers vendors, wherein the PIN numbers are coded to indicate the specific organization that a vendor is associated with.

171. (Currently Amended) A method for directing and exchanging on-line ~~and off line~~ communications under control of a ~~communication~~ control system comprising one or more multiple coordinated computers to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selective interfacing of buyers at a plurality of remote locations using personal computers with video capability, with one or more vendor sites with a capability to electronically communicate, under control of the ~~communication~~ control system, through a public communication system ~~via an on-line computer service~~, the



~~communication~~ control system comprising one or more of multiple coordinated ~~communication~~ control systems located at one or more plural sites, the method comprising the steps of:

interfacing at least certain buyers with the ~~communication~~ control system to communicate with one or more widely distributed vendor sites, ~~via digital lines of the public communication system;~~

receiving request data from the buyers at the at least one ~~communication~~ control system, the request data entered by the buyers to indicate an area of interest on a particular merchandise or service;

receiving identification data provided by buyers from the remote ~~video terminals~~ at via the ~~communication~~ control system;

storing at least a part of the request data from at least one buyer at the ~~communication~~ control system and using at least a part of the request data to selectively obtain proposed data from the vendor sites responsive to the buyers' request data, the ~~communication~~ control system providing the proposed data from the vendor sites to the buyers in accordance with stored priority designations previously accorded to at least certain of the vendors ~~by under control of the communication~~ control system;

providing access concurrently by the buyers under control of the ~~communication~~ control system to a video memory for ~~conveying~~ providing stored video including one or more dynamic or high resolution freeze frame video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors and stored for subsequent viewing by interested buyers; and

facilitating manipulation by the buyer of the stored video data whereby the buyer can use a mouse associated with the ~~personal computers remote terminal~~ to change the video images or highlight select areas with a cursor controlled by the mouse.

172. (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data according to a priority status.

173. (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data in accordance with a rotational order.

174. (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data in accordance with a random order.

175. (Previously Presented) A method according to claim 171, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

176. (Currently Amended) A method according to claim 171, further comprising the step of:

providing a ~~peripheral control~~ device associated with the personal computer configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

177. (Currently Amended) A method for directing and exchanging ~~on-line and off-line~~ communications under control of ~~a traffic control system~~ one or more multiple coordinated computers to accomplish transactions that relate to merchandise or a service ~~available for purchase, the method involving selectively interfacing under control of the traffic control system, the one or more multiple coordinated computers linking via a communication network~~ buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically provide data ~~communicate through a public communication system via an on-line computer service~~, comprising the steps of:

~~interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain~~

~~buyers electronically communicate with the traffic control system via digital lines of the public communication system;~~

receiving request data from the buyers, at via the traffic control system computer in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote location video terminals at via the traffic control computer system when the buyers are in communication with the vendors;

storing at least a part of the request data from the buyers at via the traffic control system computer and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the ~~traffic control system computer~~ to a video memory for ~~conveying~~ providing one or more video images including dynamic video or high resolution freeze frame images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the stored video data including stored dynamic video or stored high resolution still image via a ~~peripheral control~~ device such as a mouse; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the ~~traffic control system computer~~ is terminated.

178. (Currently Amended) A method according to claim 177, further comprising the step of:

also storing at via the traffic control system computer, record data including a log of buyers accessing the video memory including an amount of time spent by at least certain buyers to view any stored video data, the record data provided by a vendor upon request.

179. (Previously Presented) A method according to claim 177 wherein the data relating to the transaction relates to item number data.

180. (Currently Amended) A method according to claim 177, further comprising the step of:

providing access to various different memory sites associated with the ~~vendor sites~~ one or more vendors during the course of an interface between buyers and ~~the~~ one or more vendors based on the area of interest data.

181. (Currently Amended) A method according to claim 177, further comprising the step of:

providing a ~~peripheral control~~ peripheral control device associated with the personal ~~computer computers~~ configured to enable buyers to manipulate the ~~peripheral control~~ device and to capture at least one of the video images and transmit a captured video image to another remote terminal.

182. (Currently Amended) A method for directing and exchanging on-line ~~and subsequent off-line~~ communications under control of a ~~communication~~ control system to accomplish communications that relate to merchandise or a service, the method involving selective interfacing of buyers at a plurality of remote locations using remote terminals with video capability, with one or more vendor sites with a capability to electronically communicate, under control of the ~~communication~~ control system, through a public communication system ~~via an on-line computer service~~, the communication control system comprising one or more of multiple coordinated communication control systems located at one or more plural sites, the method comprising the steps of:

receiving identification data provided ~~via buyer from remote terminals by the buyers from the remote video terminals at~~ via the ~~communication~~ control system;

maintaining a record of at least certain buyer communications with the ~~communication~~ control system;

notifying buyers under control of the ~~communication~~ control system in accordance with a rotational order operation or a random operation of availability of select merchandise or services for purchase based on an area of interest stored for the buyers;

interfacing at least certain buyers with the ~~communication~~ control system to communicate with one or more widely distributed vendor sites, ~~via digital lines of the public communication system~~; and

using the area of interest stored for the buyers to selectively obtain proposed data from the vendor sites responsive to the area of interest, the ~~communication~~ control system providing the proposed data including video image data from at least certain of the vendor sites to the buyers in accordance with stored priority designations previously accorded to the vendors and executed by the ~~communication~~ control system.

183. (Previously Presented) A method according to claim 182, wherein buyers are provided access to the video data according to a priority status.

184. (Previously Presented) A method according to claim 182, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

185. (Currently Amended) A method according to claim 182, further comprising the step of:

providing a peripheral control device associated with the ~~personal computer~~ remote terminals configured to enable buyers to manipulate the peripheral control device and to captures at least one of the video images and transmit a captured video image to another remote terminal.

186-190. (Canceled)

191. (New) A method according to claim 182, wherein the identification data is provided by registering via the control system.

192. (New) A method according to claim 182, wherein the area of interest is indicated via black forms accessed via a menu.

193. (New) A method according to claim 182, further comprising the step of:  
providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

194. (New) A method according to claim 182, further comprising the step of:  
routing communication between vendor sites.